



Wonderful August Sale has only begun

WHILE the first three days of this extraordinary sale were marked with rare enthusiasm, the good values made available are very little diminished.

In fact, so great is the overstock on eve of the receipt of the wonderful autumn merchandise, that it has been decided to continue the sale.

All next week!

because---

positively---

**all garments
MUST BE SOLD!**



Many new bargains in all departments, right through the store.

A beautiful lot of Silk and Satin Dress Skirts

Until now priced at \$35.00 and \$37.50, in this wonderful sale at \$13.50 and \$15.00 each

Silk and Wool Suits

Exactly the proper garments for a trip to the Coast. Now priced to positively clear them out.

Silk Sport Suits reduced to:

\$35.00 from \$59.50 and \$65.00.

\$37.50 from \$67.50

A beautiful lot of Wash Skirts

Including the popular Fabrics and Patterns of the day, marked to clear at

\$3.50 and \$4. each.

One lot of Skirts is marked to sell \$1.95 and \$2.50 each.



All trimmed hats are further reduced to the extremely low price of

\$3.95

regardless of former markings.

Included are some of the finest examples of dressy evening and afternoon hats, as well as a fine variety of Sport Hats.

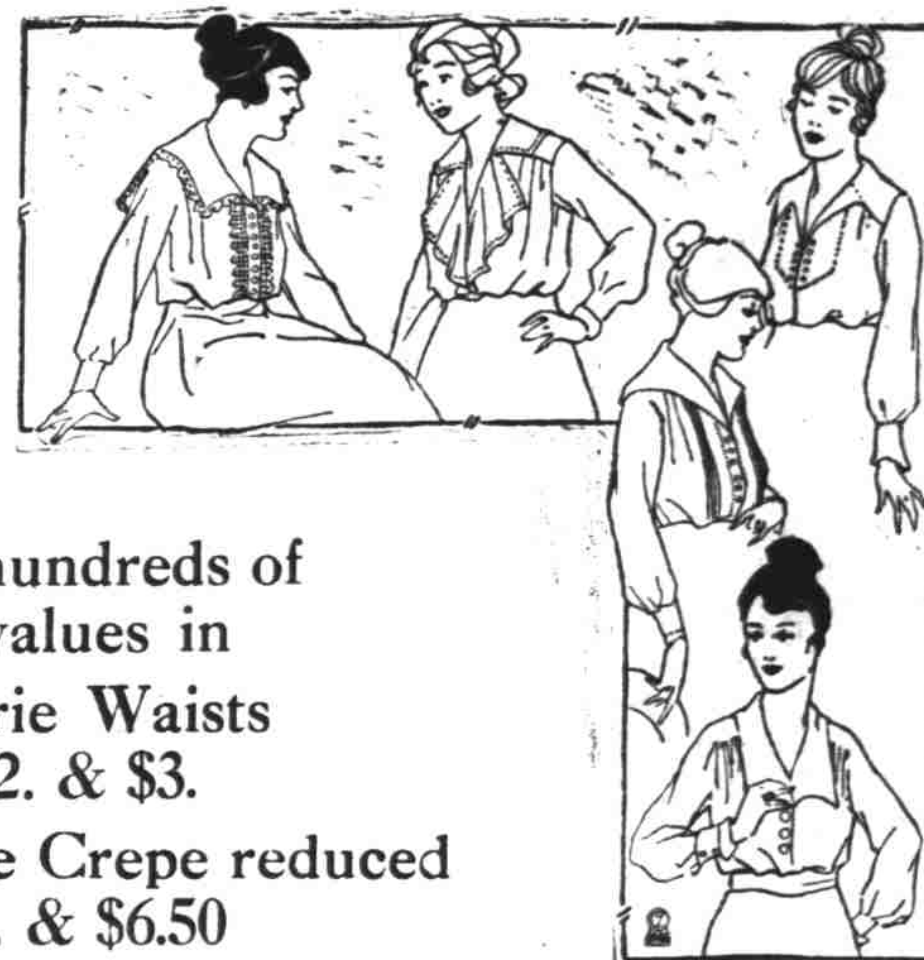
A beautiful assortment of
Waists

in which are hundreds of wonderful values in White Lingerie Waists at \$1.95, \$2. & \$3.

Waists of Georgette Crepe reduced to \$3.95, \$5. & \$6.50

Crepe de Chine Waists reduce to \$3.95

Tub Silk Waists, now \$2.95, reduced from \$4. \$4.50 & \$5.50



Sale continues all next week but best offerings are available to early comers

Doors open
at 8 a. m.

JEFFS FASHION CO., Inc.
Beretania and Fort Sts.

No phone orders---
approvals or exchanges.